

A

5' - CCCGGGGTCTGGAAGCCACAAGGTAAACACAACACATCCCCCTCCTTGACTATGCAATTTTACTA  
 GAGGATGTGGTGGGAAAACCATTTATTTGATATTAACAAATAGGCTTGGGATGGAGTAGGATGCAAGCT  
 CCCCAGGAAAGTTTAAGATAAAACCTGAGACTTAAAGGGTGTTAAGAGTGGCAGCCTAGGGAATTTATC  
 CCGGACTCCGGGGAGGGGGCAGAGTCACCAGCCTCTGCATTTAGGGATTCTCCGAGGAAAAGTGTGAGA  
 AP-2 "   
 ACGGCTGCAGGCAACCCAGGCGTCCCGCGCTAGGAGGGACGACCCAGGCCTGCGCGAAGAGAGGGAGAA  
 AGTGAAGCTGGGAGTTGCCGACTCCAGACTTCGTTGGAATGCAGTTGGAGGGGGCGAGCTGGGAGCGCG  
 CCAAT box Ets TATA   
 CTTGCTCCCAATCACAGGAGAAGGAGGAGGTGGAGGAGGAGGGCTGCTTGAGGAAGTATAAGAAATGAAGT  
 TGTGAAGCTGAGATTCCCTCCATTGGGACCGAGAAACCAGGGGAGCCCCCGGGCAGCCGCGCGCCCC  
 ^+1  
 TTCCACGGGGCCCTTTACTGCGCCGCGCGCCCGCCCCCACC-3' (SEQ ID NO:6)

## HER2/neu Promoter Elements

TATA: TBP/TFIID  
 Ets: ESX, perhaps also PEA3, ERM  
 CCAAT box: NF-Y (also called CP1, CBF, EFl)

B



Fig. 1

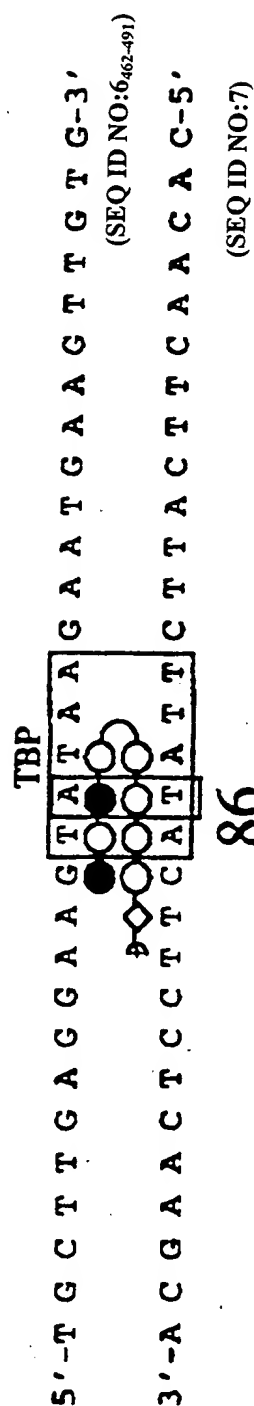
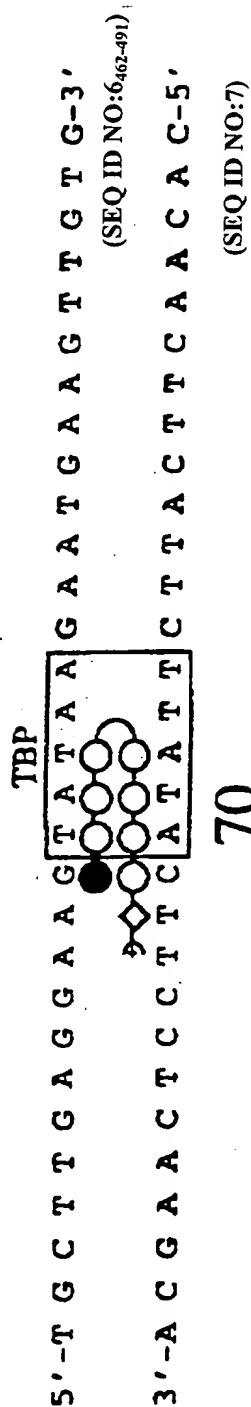
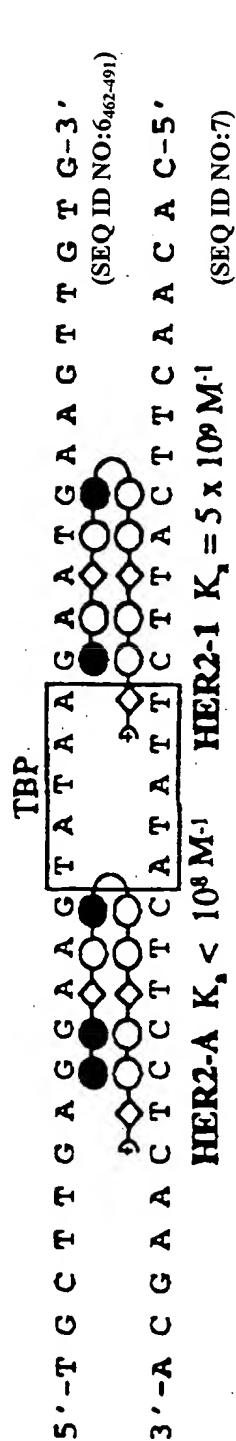


Fig. 3

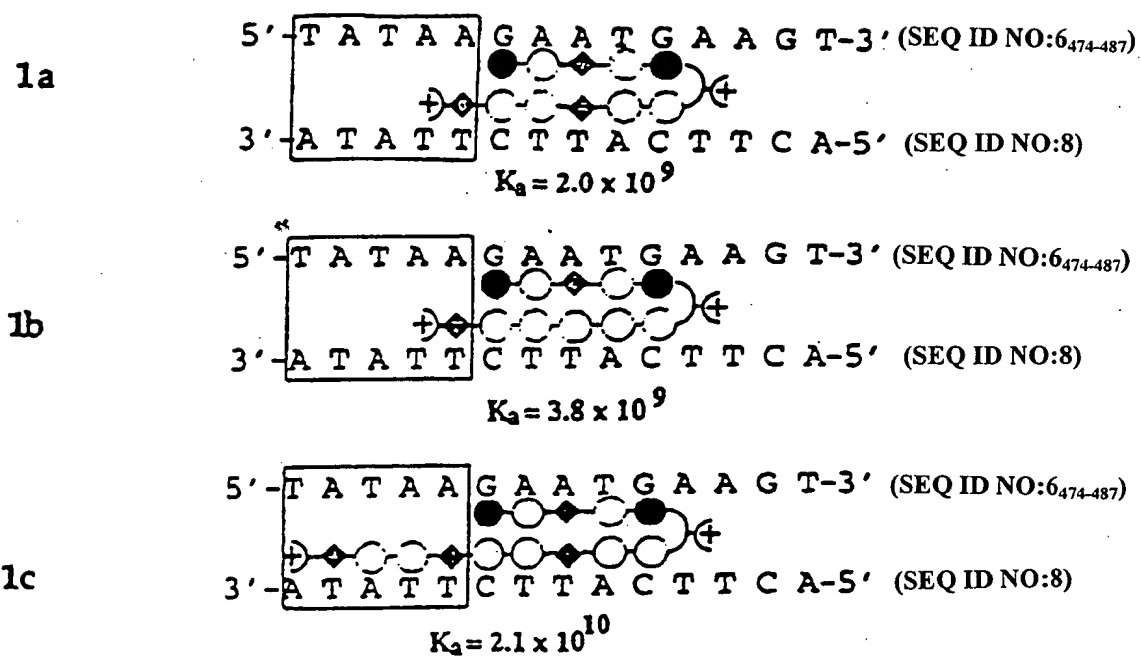


Fig. 7